



**PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
FLORENCE UNIVERSITY OF THE ARTS
FAST - SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY (FT)**

SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY
DEPARTMENT OF: FASHION COMMUNICATION AND PUBLISHING
COURSE TITLE: STYLE AND THE CITY: FLORENTINE FASHION WALKS
COURSE CODE: FTF CSC280 GSUSSC280

3 Semester Credits

1. DESCRIPTION

3 semester credits. Through a series of walks and visits focused on art and design this course intends to show famous and hidden fashion paths in Florence. A journey through time and space to discover the place that marked the birth of Italian fashion and opened the doors to Made in Italy. Back in 1954, Florence was the star of the fashion system, anticipating trends and stealing the exclusive scene from Paris. Italy embraced the “new” in fashion through the talent and genius of Giovanni Battista Giorgini, who staged the first ever Italian fashion shows in Florence. Students will discover a city of exquisite taste, tradition and artistic craftsmanship. Starting from the location of the first Italian cat walk held in the Sala Bianca of Palazzo Pitti, they will learn how to map the fashion environment of the city. From Renaissance to modern day inspiration, fashion is kept alive in the products that were designed here and that grace the beautiful city today. Designers, such as Gucci, Salvatore Ferragamo, Emilio Pucci, Stefano Ricci, Ermanno Scervino, and Roberto Cavalli, have all developed and changed through the years and they have all surely blossomed here in Florence. The course is intended to provide academic knowledge through guided field learning activities that include research, on-site involvement, and topic assessment for each fashion themed walk in Florence.

The approach of this course is based on experiencing the city of Florence as the academic space for learning and engagement. Classes are not held in a traditional, frontal-style setting; each lesson is carefully mapped for curricular content and featured locations: lectures, observations, exercises, analysis, and reflections on presented topics are held in relevant sites that are accounted for in the academic planning, syllabus, and related course material. Coursework and submissions will be regularly assessed on the MyFUA platform through daily assignments in addition to exams, papers, and projects. Learning through the on-site classroom approach fosters a deeper understanding of the cultural environment of Florence and how it is related to the subject of study represented by the course, and allows the overall experience to contribute to the students' academic and personal enrichment.

2. OBJECTIVES

Upon successful completion of this course, students will be able to:

- Display knowledge related to the city of Florence and its Fashion and Design value
- Refer to specific venues, streets, squares and stores in the city of Florence and explain their relevance among the fashion environment
- Retrace the fashion history of the city of Florence and its evolution from the Middle Ages to present day
- Discover how Italian fashion was born in Florence and is still the leader today of the men's fashion system
- Outline the distinctive traits of some of the most renewed Italian designers that have interacted with the city in historical and modern periods

3. REQUIREMENTS

There are no prerequisites for this course

4. METHOD

This course consists of lectures, discussions, and site visits within the local community.

Mediums for instruction used will include, but are not limited to, interactive and hands-on activities, which challenge thought processes, academic texts and studies, and experiential and/or field learning activities where applicable. As described in point one, lessons are not held in traditional classroom settings but are based on the city of Florence as the academic space for learning and engagement. Please review the course description for the structural approach and method of coursework.

5. TEXT BOOK – FURTHER READINGS – RESOURCES **TEXT BOOK**

A.Cavicchi, E. Desiderio, E. Ghilardi, S. Ricci, E.D.Schmidt. Fashion in Florence. ARCHIVIO FOTO LOCCHI - Prato GE Gruppo Editoriale, 2017.

The Textbooks are pre-ordered and available at:

Foto Locchi in Via del Corso 21r

Paperback Exchange in Via delle Oche 4r or laFeltrinelli Via dei Cerretani 40R. Textbooks may also be available for purchase online or in e-book format.

The text book is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA library)

- Mary MCarthy *The stones of Florence* A Harvest Book. Harcourt Inc. Ney York
- Abulafia, David. *Italy in the Central Middle Ages*. Oxford, New York: Oxford University Press, 2004.
- Tungate Mark *Fashion Brands*, London ; | Philadelphia : Kogan Page, 2012
- Wheeler Alina *Designing Brand*Publication: Hoboken, N.J. ; | Chichester : John Wiley, 2003
- Valerie Steele *Fashion Italian Style* 2003 Yale Univ Pr;
- Edoardo Nesi, *Storia della mia gente*, BOMPIANI VINTAGE 2010 .

LIBRARIES IN FLORENCE

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also, note that the library is for consultation only and it is not possible to borrow materials. The library is

equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

Biblioteca Palagio di Parte Guelfa

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation: http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

Biblioteca delle Oblate

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation: www.bibliotecadelleoblate.it

The Harold Acton Library at the British Institute of Florence

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance
10% Class Participation and Reading
15% Assignments (Reflective Journal)
20% Midterm Exam
25% Final Exam
20% Paper

A = 93-100 %, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, D = 60-69%, F = 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

Late Arrival and Early Departure

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

Travel (or delays due to travel) is NEVER an excuse for absence from class.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed.

11. EXAMS – PAPERS – PROJECTS

Refer to the Study Guide at the bottom of this document for specific information.

12. LESSONS

Lesson 1	
Meet	FLY Borgo Pinti 22/r
Lecture	<p>The birth of Italian Fashion through the city of Florence</p> <p>A walk through the city of Florence to discover the historical palaces and sites that were the set of the first fashion Italian catwalks.</p> <p>This walk focuses on the sites that allowed Italy to start showcasing their fashion artistry to international buyers and journalists stealing the scene from Paris.</p> <p>Special focus on Boboli Gardens and Sala Bianca at Palazzo Pitti.</p>
Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of how Florence was the set of the beginning of Italian fashion • Gain knowledge on the historical fashion city sites • Compare Florence and Rome Italian Fashion and the environment behind each one • Explain the meaning of contemporary street names in Florence with specific attention to different terms such as 'via', 'por' and 'borgo'
Visit	<p>This walk will take students to the following places:</p> <ul style="list-style-type: none"> - Lungarno Acciaiuoli (GB Giorgini Buying Office) - Via Dei Serragli (Gian Battista Giorgini Private Home and set for first cat walk) - Piazza Pitti (Sala Bianca) - Piazza Pitti (Boboli Gardens)
Readings/ Assignments	<p>Assignment: Reflective Journal Part 1. You have three weeks to complete the first part of your reflective journal. For detailed instruction, please refer to the assignment section at the end of this document.</p> <p>Review Videos: https://www.youtube.com/watch?v=bfspvRWfv7Y</p> <p>Reading: from the textbook: page 11 to page 29</p>

Lesson 2	
Meet	FLY Borgo Pinti 22/r
Lecture	Luxury and Style: The heart of high-end fashion in Florence
Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of the urban arrangement of luxury fashion retail environments in the city of Florence • Compare different Fashion Brands and define their unique characteristics • Discover antique palaces that have become headquarters of Fashion brands
Visit	<p>This walk will take students to the following places</p> <ul style="list-style-type: none"> - Palazzo Pucci (Emilio Pucci Headquarters) - Palazzo Tornabuoni – Via de Pescioni (Stefano Ricci) - Via Strozzi (LVMH-Bottega Veneta-Dolce & Gabbana) - Via Tornabuoni (Armani-Prada-Emilio Pucci-Ginori- Gucci) - Palazzo Spini Feroni (Ferragamo Headquarters) - Via Della Vigna Nuova (BP Studio-Mario Luca Giusti-Sermoneta)
Readings/ Assignments	<p>From the textbook: page 29 to page 40 ASSIGNMENT: When Fashion becomes Art: ROBERTO CAPUCCI and the hills of Florence On the hills of Florence, inside one of the most beautiful garden and villa, lays the artistic memory of one of the most memorable designers chosen by Giorgini to represent Italian fashion in the world. Considered as some kind of <i>enfant prodige</i> of Italian fashion, Capucci has been famous for his uniquely colorful and sculptural design. The style of this great designer can be easily recognizable for its exaggerated motion and grandeur in sculpture and design. Visit the museum on your own and review the assignment on MYFUA.</p>

Lesson 3	
Meet	FLY Borgo Pinti 22/r
Lecture	The Alternative Fashion: A walk through Avant-garde, Edge and Research retail environments in Florence
Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of alternative fashion offerings to the more traditional examples visited earlier • Outline the elements that compose quality, luxury and fashion among brands that go beyond classical elements to propose a unique alternative
Visit	<p>This walk will take students to the following places:</p> <ul style="list-style-type: none"> - PNP A piedi nudi nel parco (Via del Proconsolo) - GUYA (Via Vacchereccia) - SOCIETE' ANONIME (via Giovan Battista Niccolini) - FLOW (Via de Vecchietti) - GERARD LOFT (via de Pecori)
Readings/ Assignments	<p>Deadline assignment. Submission of Reflective Journal Part 1 by email <u>before</u> the end of the week. From the textbook: page 47 to page 84 (including review of pictures)</p>

Lesson 4	
Meet	FLY Borgo Pinti 22/r
Lecture	<p>Major and Minor Arts</p> <p>The guilds (<i>arti</i>) were traditionally male organizations, composed of merchants, artisans, and craftsmen. The skilled middle class, all with similar social, political and economic leanings, formed these guilds to protect their mutual interests. Much like today's unions, each guild had a set of rules, elected its own officials and had individual treasuries. Each guild had a representative in city government whose function was to regulate trade and industry.</p>
Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • Decode existing artistic signs of the power of medieval guilds in the streets of Florence • Demonstrate understanding of street names and their connection with social topography • Discover guilds' influence on the history of Florence and its development into one of the richest cities of late Medieval Europe
Visit	<p>This walk will take students to the following places:</p> <p>Minor arts: Arte dei Tintori (Tintori district and corso dei Tintori)</p> <p>Major arts:</p> <ul style="list-style-type: none"> - Arte dei Mercatanti o di Calimala (via Calimaruzza) - Arte della Lana: Palazzo dell'arte della Lana (via Calmala, via Orsanmichele, via dell'arte della lana) - Arte della Seta o di Por Santa Maria (via di Capaccio 3) - Arte dei Vaiai e Pellicciai (via Lambertesca corner with Chiasso Baroncelli) <p>Special visit at "<i>Casa Del Tessuto</i>" with lecture by the entrepreneur. A special visit to this historical retail location related to the art of silk, showcasing some of the most unique textiles made in Italy http://www.casadeitessuti.com/ Via dei Pecori</p>
Readings/ Assignments	<p>Assignment: Reflective Journal Part 2. You have three weeks to complete the second part of your reflective journal. For detailed instruction, please refer to the assignment section at the end of this document.</p> <p>From the textbook: page 85 to page 128 (including review of pictures)</p>

Lesson 5	
Meet	In class
Lecture	<p>SERENDIPETY: Style beyond the historical center</p> <p>The city of Florence offers a number of very interesting locations even outside of the more known and touristic central routes. The area around Piazza Beccaria, Via Gioberti and Borgo la Croce is a perfect example. Students will be able to appreciate an alternative vibe to the more classic one experienced in the city center.</p>

Objectives	By the end of this walk students will be able to: <ul style="list-style-type: none"> • Discover alternative locations of style and fashion outside of the classical Florentine city center • Compare different fashion environments with a focus on local small yet unique activities
Visit	This walk will take students to the following places: <ul style="list-style-type: none"> - Valenti Sia (Borgo la Croce) - Location 1 (Via Gioberti) - L'albero di Jesse (Via Gioberti) - Le 100 Botteghe (Via Gioberti) - Monica Lupi (Via della Luna/ Via Gioberti)
Readings/ Assignments	Assignment: <i>Plan a tour of Florence on a hop on hop off bus and take notes on a booklet in order to sketch 4 different "looks" of people touring the city . Try and guess who they are and where they come from. Are they locals, tourists, working and living in town or visiting? Motivate your findings.</i> Find all details on MyFUA

Lesson 6	
Meet	FLY Borgo Pinti 22/r
Lecture	Vintage and The City An exclusive tour among hidden shops and retailers that offer a wide and fun variety of vintage fashion pieces. A journey through time and different eras to discover unique examples of retro garments, accessories and if lucky, owners.
Objectives	By the end of this walk students will be able to: <ul style="list-style-type: none"> • Gain knowledge of vintage fashion standards • Compare different vintage retail environments within the city of Florence • Trace a map of unique and authentic vintage locations which share a heritage of Italian design
Visit	This walk will take students to the following places: <ul style="list-style-type: none"> - Street Doing (Via dei Servi) - Melrose (Via de Ginori) - Epoca (Via dei Fossi) - Desii Vintage (Via dei Conti) - Boutique Nadine (Lungarno Acciaiuoli)
Readings/ Assignments	Deadline assignment. Submission of Reflective Journal Part 2 by email <u>before</u> the end of the week.

Lesson 7	
Meet	FLY Borgo Pinti 22/r
Lecture	MIDTERM EXAM

Lesson 8
Break

Lesson 9	
Meet	FLY Borgo Pinti 22/r
Lecture	OLTRARNO ARTCRAFT–THE EVOLUTION: Modern artisans reinterpreting the art of hand made in a contemporary way.
Objectives	By the end of this walk students will be able to: <ul style="list-style-type: none"> • Discover the evolution of design in a contemporary way • Be able to understand the reinterpretation of art and fashion by young Florentine entrepreneurs • Gain knowledge of modern art craft and design retail environment in Florence
Visit	This walk will take students to the following places <ul style="list-style-type: none"> - Quelle Tre (Via Santo Spirito) - Mario Bemmer - Leather Shoes Handcraft (Via Maggio) - Riccardo Barthel (Via dei Serragli) - Ad Astra – Design Hotel Particular (Via del Campuccio - Torrigiani Garden)
Readings/ Assignments	Deadline Paper 1. Paper is submitted by email <u>before</u> the end of the week. Reading: https://www.quelletre.com/ https://mariobemer.com/ http://www.adastraflorence.com/ https://www.riccardobarthel.it/it/

Lesson 10	
Meet	FLY Borgo Pinti 22/r
Lecture	FASHION AND PERFUMES: A journey through handcrafted fragrances The history of pharmacy and perfume artisanship in Florence is a long and important one. Florence, in the past, has also earned the name of perfume capital. Many antique pharmacies throughout the city still sell historic therapeutics and perfumes (perfumes were medicines before they were cosmetics). The walks will be a journey through workshops, pharmacies, drugstores and herbalists: a way to get a close look at an ancient tradition and see how the artisans work.

Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • Discover the history of pharmacy and perfume artisanship in Florence • Be able to understand the evolution of this tradition up to modern days • Talk to entrepreneurs in their retail environments, understanding the secrets of modern artisanship • Gain knowledge on the art of perfume and cosmetics from the creation to the final customer
Visit	<p>This walk will take students to the following places</p> <ul style="list-style-type: none"> - FARMACIA SANTISSIMA ANNUNZIATA dal 1561 (Via dei Servi) - ANTICA ERBORISTERIA S. SIMONE (Via Ghibellina) - ACQUAFLORE (Borgo Santa Croce) - OFFICINA VIA TORNABUONI (Via Tornabuoni)
Readings/ Assignments	<p>https://www.aquaflor.it https://www.anticaerboristeriasansimone.it/ https://odtskincare.com http://www.farmaciasannunziata1561.it/</p> <p>ASSIGNMENT: Visit Antica Farmacia di Santa Maria Novella and write a paper comparing the different retail environments learned during lesson 10 and this unique location. Pros and Cons of one of the world's most famous pharmacies. Details on MyFua.</p>

Lesson 11	
Meet	FLY Borgo Pinti 22/r
Lecture	<p>Leather, Hide and Art: An “insider” point of view: BOTTEGA PB1 ACCESSORY WORKSHOP</p> <p>The suburbs of Florence are known to have some of the best Made in Italy production for accessories in the world. Luxury Fashion brands come to have their designs produced and crafted here.</p> <p>Bottega PB1 is a handbags workshop and represents a perfect example. Their main expertise is transforming a designer's sketch into a finished product ready for the catwalk. They also develop prototypes and samples when requested.</p>
Objectives	<p>By the end of this walk students will be able to:</p> <ul style="list-style-type: none"> • View an example of accessory workshop that produces for some of the brands previously visited in the city-center of Florence (from the creation to the customer) • Gain knowledge of the different phases in accessory development and the production chain • Demonstrate understanding of the accessory industry and its main components
Visit	<p>This walk + bus public bus transportation will take students to the following places:</p> <ul style="list-style-type: none"> - Scandicci industrial district - Bottega PB1 (Via Luigi Pampaloni 27)

Readings/ Assignments	Assignment: Reflective Journal Part 3. You have three weeks to complete the third part of your reflective journal. For detailed instruction please refer to the assignment section at the end of this document. Reading www.bottegapbl.com
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Lesson 12	
Meet	FLY Borgo Pinti 22/r
Lecture	A walk through Florence's Straw Craftsmanship
Objectives	By the end of this walk students will be able to: <ul style="list-style-type: none"> • Gain knowledge on the history of straw craftsmanship in Florence and the importance that straw hats gained in the past centuries from an economic and cultural point of view for the region of Tuscany • Discover the importance that straw hats gained in the past centuries from an economic and cultural point of view for the region of Tuscany • Learn about the principal locations where straw hats were sold in the past and are sold today
Visit	This walk will take students to the following places <ul style="list-style-type: none"> - CANTO DELLA PAGLIA (Via Cerretani and Borgo San Lorenzo) - Loggia del Porcellino - Grevi Cappelli (Via della Spada) - Fratelli Reali (Via Luigi da Palestrina)
Readings/ Assignments	To complete the knowledge related to lesson 12, research the town of Signa near Florence and explain its role in the creation of the exquisite world of straw Tuscan hats. Chose 2 straw hat brands that have their headquarters in Signa and create a mood board of their collections motivating your choices.

Lesson 13	
Meet	FLY Borgo Pinti 22/r
Lecture	Fashion Design & Antiques
Objectives	By the end of this walk students will be able to: <ul style="list-style-type: none"> • Learn about the exclusive, historical and most famous antiques locations in the city-center of Florence • Display knowledge on alternative antique locations to the most touristic ones • Admire the unique design details throughout the antique walk • Comprehend the importance of heritage in this sector for the city of Florence

Visit	<p>This walk will take students to</p> <ul style="list-style-type: none"> - 15 LEONE CEI&SONS (Via dei Federighi) - Ducci (Lungarno Corsini 24) - GUIDO BARTOLOZZI – ANTICHITA' PISELLI BOTTICELLI (Via Maggio 18- 23– 39) - GALLERIA ROMANELLI (Borgo San Frediano 70) - ALBRICI (Via dei Serragli)
Readings/ Assignments	<p>Create your ideal interior design home by choosing selected pieces of antiques and furniture from the walk of today. Details and format to be found on MyFua.</p> <p>www.leonecei.com http://www.guidobartolozzi.com/ita.htm http://www.raffaelloromanelli.com http://www.albrici.com</p>

Lesson 14	
Meet	FLY Borgo Pinti 22/r
Lecture	Jewelers, the Ponte Vecchio and the gems of Florence
Objectives	<p>By the end of this lesson students will be able to:</p> <ul style="list-style-type: none"> • Locate the most recent fashion examples in contemporary and traditional jewelry in Florence • Demonstrate understanding of the tradition of jewelry art craft in Florence • Compare different brands and retail environments on the Ponte Vecchio
Visit	This walk will take students to Ponte Vecchio
Readings/ Assignments	<p>http://www.paolopenko.com https://www.fratellipiccini.it/ http://www.fallaci.it/rodolfo/rodolfo_fallaci.htm</p> <p>Deadline assignment. Submission of Reflective Journal Part 3 by email <u>before</u> the end of the week.</p> <p>Preparation for Final Exam</p>

Lesson 15	
Meet	In class
Lecture	FINAL EXAM

STUDY GUIDE
FTFCSC280 GSUSSC280
FLORENTINE FASHION WALKS

What is Field Learning

Field Learning is a method of educating through first-hand experience. Skills, knowledge, and experience are acquired outside of the traditional academic classroom setting and may include field activities, field research, and service learning projects. The field learning experience is cultural because it is intended to be wide-reaching, field-related content is not limited to the course subject but seeks to supplement and enrich academic topics. Students will have the opportunity to integrate theory and practice while experiencing Italian culture, art, and community within the Italian territory.

Faculty will lead students in experiencing Italian culture through guided projects and field experiences as planned for the course. Field learning will be developed through classroom preparation, follow up projects, and guided learning outcomes. Field learning will provide students with the opportunity to develop skills and appreciate the multifold components of Italian Culture through direct experience. Field education will advance student learning as a relationship- centered process.

What is MyFua

MyFua is the FUA Virtual Learning Environment. Here you will find important documents such as the Syllabus and additional reading resources. The Syllabus contains information about the grading system and assessments (sections 9, 10, 11), as well as the lesson plans (section 12). In addition, you will use MyFua to upload your assignments. Please make sure you are familiar with MyFua platform before the start of the walks. For any doubts or questions, you may contact the course instructor by email.

FL experience

The FL experience will consist of 12 outdoor lessons which will allow you to discover Italian fashion, design and art by means of walking. You will learn about Italy's past and will be able to better understand and appreciate Italy's modern multifaceted society and culture. You will be exposed to many different learning environments from different historical periods – often within the same day – which all left a mark that is still visible on Italy's art, fashion, design, urban layout, social habits, and traditions. The extremely rich, varied and complex culture of Italy is based on many “historical layers” that still coexist in Italy's land- and cityscapes that you will learn to recognize and appreciate. Visits and lectures will focus on different historical periods, moving forward and back through the centuries to better support your understanding of the complexity of Italy's cultural heritage.

During the FL experience, you will:

- Visit culturally relevant places to gain first-hand experience of Italian history, society and art.
- Walks may take up to 2h30m, so be prepared for extensive walking.
- Be encouraged to connect the information acquired during each FL moment with your background knowledge and your personal impressions and opinions.

Each walk will take you to different parts of the city (please see Course Syllabus for the detailed itinerary) but, for each walk, you will:

- Meet on-campus with your instructor
- Complete the daily assignments (reflective journal and reading)

Academic tips

To be successful the FL method requires active participation in visits and lectures. During visits and FL activities you should take notes as well as pictures (please bring a notepad and a pen). This will help you assimilate and memorize the information given. Effective note-taking will reduce the time it takes you to complete the assignments and will help you prepare for the final paper/project and exam.

All the FL activities (and assigned readings) are tied to one another so you should always connect what you have learned in each FL activity to the previous and following activity. You must read the assigned chapters/resources before the FL activity and refer to the information acquired through the reading in your Journal Entries. You are also encouraged to carry out independent research on the internet (from reliable sources) and further investigate the topics discussed during the walks.

Practical tips

What to wear (according to seasons)

- A light rain jacket
- A waterproof jacket
- An umbrella
- Mosquito spray or stick
- Sunblock and hat
- Comfortable covered walking shoes

WHAT IS EXPECTED FROM YOU IN THIS COURSE

Grade breakdown

The grade breakdown for the course is the following:

10% Attendance
10% Class Participation and Reading
15% Assignments (Reflective Journal)
20% Midterm Exam
25% Final Exam
20% Paper

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%,

C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

Class participation

Active **participation** accounts for 10% of the final course grade. Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work and in- class activities, responsible behavior, and completion of assignments will be assessed.

An important aspect of participation is your ability to ask questions and make relevant comments during the visits. Your impressions, opinions and doubts constitute an essential part of your learning process, and you should take advantage of all FL moments to clarify your ideas. Don't be afraid to express your opinion, and try to think outside the box. Analysis of events, places, habits and traditions is critical in demonstrating a deeper understanding of the cultural environment in which you will be immersed. Positive and negative impressions should always be backed up by personal observations developed during the FL activities and/or references to the topics covered in the reading and lectures. Above all, be curious. Independent field research during the exploratory free time is always encouraged and specifically required for certain assignments (namely, the final paper).

Assignments: Reflective Journal and Continuous Reading Assessment

The **reflective journal** accounts for 15% of the final course grade and is your opportunity to think back at what you have seen during your walks and maximize the learning experience. Your journal entries will be assessed every three weeks (refer to the syllabus for specific deadlines). There are three phases for successful journal writing: 1) Active observation 2) Research 3) Writing.

1) Active observation: whilst observing, develop your critical thinking skills by answering some of the questions below (not all questions might be relevant to what you are observing):

- What is more inspiring than beauty, art and style? What is the correlation between Renaissance elements present in the city of Florence and modern forms or fashion and design among the cities retail environments?
- Explore the relationship between historical design codes and the retail style and environment. In what ways do they affect one's "experience" of the building?
- Explore the relationship between style, fashion and environment. Think about how fashion and design exist within a space, climate, and culture.
- Explore the connections between different fashion style and art codes trough history (Mannerism, Baroque, Art Noveau, Modernism) and different fields (philosophy, psychology, technology, etc).
- Explore the connections between different artistic currents and lifestyles.
- Compare and contrast different designers throughout time

Note: You are not limited to these questions and are welcome to include in your journal any other thoughts. Take pictures of what you see so that you can refer back to these at a later stage when writing your journal. You may want to include these pictures in your journal but, notice, these will not be assessed.

2) Research: Each walk must be accompanied by appropriate reading (compulsory texts must be read before the walk and are indicated in the syllabus). Additional reading and research on the internet (from reliable sources) will help you answer some of the above questions more thoroughly. You may also want to ask locals for any additional information.

Note: To demonstrate you have read the daily assigned chapters, include references from the book in your journal entries.

3) Writing: Look back at your notes and pictures, think about what you have read and for each walk, write a short text of 300-350 words.

Before submitting, ensure the final product of your journal is well-presented (work must be typed and in a readable font, quotations and citations (if any) must be referenced appropriately). Your journal will be assessed on the basis of completion, originality of content and demonstrated critical thinking skills.

Reading

Along with participation, **reading** accounts for 10% of the final course grade. Reading of the text book is mandatory for successful completion of the course, and further reading is highly recommended. Regular **quizzes** have been designed to ensure that you are completing the reading and engaging in active learning and critical thinking about course concepts outside of class. They are also designed to help you prepare for the final exam in manageable increments. Quizzes will be open-note, which means you may use your notes to assist you in taking the quiz. Notes must be originals (not photocopied) and in your own handwriting. Quizzes will NOT be open book.

Final Paper

The Final Paper accounts for 25% of the final course grade. You will choose ONE essay question among four options that your professor will provide on week 9. Write a paper between 2500 and 3000 words. Make sure your paper conforms to academic standards in terms of style and register. Your paper must include at least four quotations and/or citations from scholarly books, journals, or articles. Ensure your paper is properly referenced and includes a bibliography. Include a word count at the end of the paper (you may go 10% above or below the word limit).

Midterm and Final Exam

The **Midterm** exam accounts for 20% of the final course grade whilst the **Final** exam accounts for 25% of the final course grade. Both exams will be uploaded on the course website MyFua and are to be completed by the student at home under exam conditions. This means that:

- The exam must be taken completely alone. Showing it or discussing it with

anybody is forbidden, including (but not limited to) the other students in the course in current or previous years.

- You may use any publicly available material you want, including books, the internet, etc. However, you are NOT allowed to submit questions to internet discussion groups.
- Use your own words. If you find a solution of a question in a book or online, cite it in your submission and do not copy it as-is. Make changes which demonstrate you understand what you are writing. Plagiarism will be severely penalized.
- You may take as much time as you need within the deadline to complete the exam. You may start the exam and return to it at a later stage. Note, you will no longer have access to the exam once the deadline has passed.

The solved exam must be uploaded on Myfua before the deadline. Late submission will be penalized; technical problems will not be accepted as an excuse for late submissions. It is your responsibility to make sure that your computer and internet connection work properly and that the solved exam is uploaded on time.

Exam content: the content of the exam will be based on the course walks, the assignments, the textbook and on the websites bibliography provided by the professor. Please make sure you have read these resources thoroughly before taking the exam.

Exam format (for both exams): the exam is divided into three sections:

Part I: Mood Board - *Given a selection of Designers, Brands or Artist encountered during the walks, students will have to provide for each one a mood board that illustrates the specific information that the professor will detail on MyFua*

Part II: Visual Diary *The Professor will provide a specific walk among those experienced during class, students will have to write a detailed diary of the walk showing knowledge of locations, designers, brands, entrepreneurs and amenities encountered during the walk. The diary needs to be completed with images and a suggestion of an additional stop for the same walk in the future*

Part III: (only for Final Exam) Create a New Fashion Walk Students are asked to research and review all previous walks in order to propose and create a new itinerary for a brand new walk. The information will need to include

- Walk Title and Lecture
- Objectives and outcomes
- Itinerary (were to stop, what to visit, address and name of brand or entrepreneur if present)
- Map

Students will have to motivate their choices and provide information to disclose during the walk.